

**REMARKS**

***Pending claims***

Claim 36 has been cancelled. Claims 35 and 37 have been amended to more clearly point out and distinctly claim the invention. After these amendments are entered, four (4) Claims (claims 35 and 37-39) are pending.

***Claim rejections under 35 USC §102***

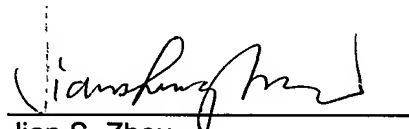
Claims 35-39 were rejected under 35 U.S.C. §102(e) as being anticipated by Gao et al. The rejection of claim 36 is moot in view of cancellation of this claim. For the following reasons, the Examiner's rejection over claims 35 and 37-39 is respectfully traversed.

Regarding claim 35, the cited reference (Gao et al) does not disclose or suggest anything about a means for selecting a pre-configured pattern, and superposing said selected pre-configured pattern onto a portion of said displayed template eye, anything about a means for selecting one or more colors from a pallet of colors and coloring superposition areas of said selected pre-configured pattern with the selected colors to generate an image of a contact lens, a means for adjusting said pre-configured pattern and/or colors to generate an optimized image of a modified contact lens in accordance with the intentions of said user. Applicants respectfully submit that the cited reference does not disclose nor teach all of the limitations of claim 35 as currently claimed. Applicants respectfully request withdrawal of the 35 U.S.C. §103(a) rejection of this claim.

Regarding claims 37-39, the cited reference (Gao et al) does not disclose or suggest anything about a user interface linked to said display for selecting one or more of said selectable lens characteristics a pre-configured pattern for display to be superposed onto a portion of said template eye image and for selecting one or more colors from a pallet of colors to color the superposition areas of said selected pre-configured pattern to generate an image of a designed contact lens; anything about a server in communication with said user interface, said server receiving selections of said pre-configured pattern and color lens characteristics from said user interface and incorporating selected pre-configured pattern and color ones of said lens characteristics into a modified template eye synthesized image for display, wherein the synthesized image includes the image of the designed contact lens superposed onto said template eye image. Applicants respectfully submit that the cited reference does not disclose nor teach all of the limitations of claims 35-39 as currently claimed. Applicants respectfully request withdrawal of the 35 U.S.C. §103(a) rejection of these claims.

Should the Examiner believe that a discussion with Applicants' representative would further the prosecution of this application, the Examiner is respectfully invited to contact the undersigned. Please address all correspondence to Robert Gorman, CIBA Vision, Patent Department, 11460 Johns Creek Parkway, Duluth, GA 30097. The Commissioner is hereby authorized to charge any other fees which may be required under 37 C.F.R. §§1.16 and 1.17, or credit any overpayment, to Deposit Account No. 50-2965.

Respectfully submitted,

  
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